
The PROMENADE
with the magic genie
LOWREY
LOWREY
THE SOUND OF MAGIC

LOWREY PROMENADE

If you can press a button,

It's true. The Lowrey Promenade is that easy to play. It's also a completely professional instrument. The Promenade is a bonafide console organ, with two 61-note keyboards and a 25-note pedalboard. But as far as being difficult to play, forget it. This instrument is made for the professional and non-professional; experienced and inexperienced, the talented and those who *think* they're not.

That's part of Lowrey Magic. Letting everyone enjoy music and making it easy to play. At the same time offering the skilled player a challenge and the chance to explore new, diverse sounds.

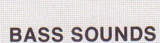
Just look at the features of the Promenade. Actually they speak for themselves. There's the famous Magic Genie® for three or four-note, one-finger chords; The Lowrey Golden Harp for exquisite arpeggios in five variations; the Symphonic Strings™ section and the Orchestral Symphonizer to bring the Philharmonic into your home.

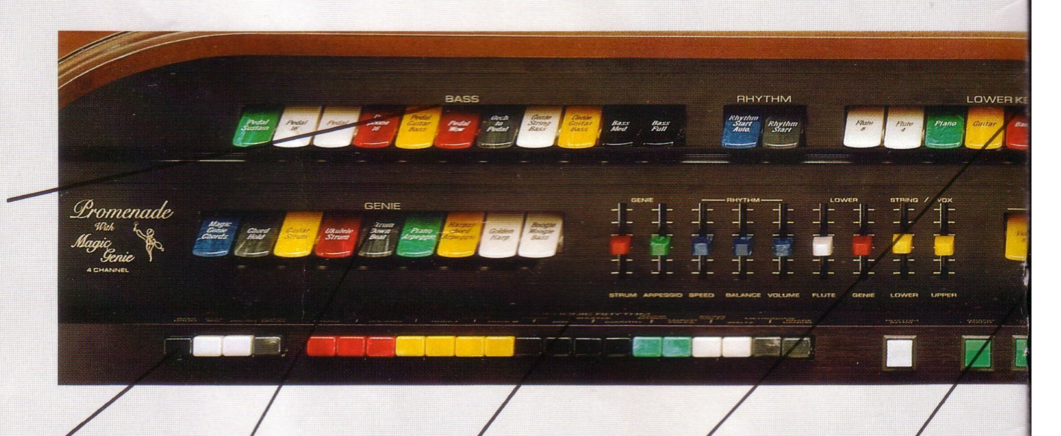
Maybe you've heard of these features before. That's not unlikely since they're exclusive to Lowrey. And a good reason why Lowrey is the leader in the organ industry.

Perhaps you ought to consider another facet too. The investment of music for your family. A Lowrey organ is timeless, and the entertainment, pleasure and enjoyment it will deliver can span the ages.

And you'll never have to worry about Lowrey quality. We're the only American organ manufacturer that offers a *full* One-Year Warranty. This guarantees your instrument is free from defects in materials or workmanship. While promising uncompromised quality, it's also an assurance you're receiving the highest value for your dollar.

The Lowrey Promenade. A part of Lowrey Magic. Isn't it time you played one?





BASS SOUNDS Two bass registrations, a Diaphone, Guitar Bass, Pedal Sustain and Pedal Wow. There's more than just bass

MANUAL RHYTHM CONTROLS Lets you add Bass Drum, Cymbal, Brush and Snare Drum, one at a time or altogether

THE MAGIC GENIE® Play every major, minor, seventh and minor seventh chord with one-finger

GENIE SYMPHONIC RHYTHM™ 15 automatic rhythms help you play any kind of music in perfect time

LOWER KEYBOARD VOICES Genie® voices, a Vox Humana voice and more, give the lower manual a number of sounds

SYMPHONIC STRINGS™ Produces string sounds with such realism, you'll think you're listening to a symphony's string section

you can play a Promenade.



THE MAGIC GENIE®

One of the reasons a console organ like the Promenade is so easy to play is the Magic Genie.® This is the feature which lets inexperienced players play right away. With just one finger. It also lets the experienced musician experiment, so it's not just a beginner's aid but a musician's tool also.

There are 48, three and four-note chords available to you with just one finger. That means every major, minor, seventh and minor seventh chord can now be played with one finger. Just play the appropriate key on the lower keyboard (they're clearly marked) and touch the footswitch and the music world opens up to you.

But the Magic Genie does more than just give you chords with one finger. It also adds the bass tones automatically. And you won't have to worry about the rhythms either. They, too, come with the touch of a tab. Even arpeggios can be made simply by using one finger. You can even have them in two voices, either Piano or Harpsichord, the choice is yours.

And to make all this even smoother for you, a special "Chord Hold" feature is also incorporated into the Magic Genie.

It's a memory circuit that will continue the bass and rhythm patterns *after* you've released a key. This helps to smooth out or streamline your playing while making you sound more professional. And it helps you through difficult passages by removing the silence that can often occur when you're changing chords or notes.

We should mention that a myriad of voices are also included in the Magic Genie, like Guitar and Ukulele voices that even simulate the actual strumming of these instruments. The same is true for the Banjo too. And the Piano voice, you have to hear yourself.

Isn't it time you inspected the Magic Genie yourself. But remember, a good magician never reveals his secrets.



UPPER KEYBOARD CUSTOM VOICING

An Orchestra for Your Home.

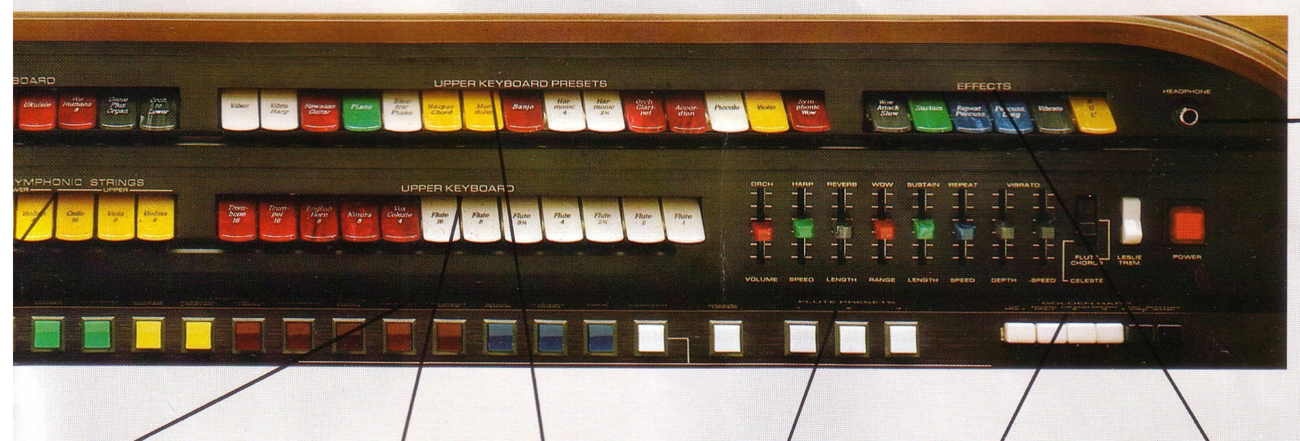
A veritable orchestra is in the keyboard of the Promenade. The upper keyboard custom voicing provides such variety and diversity of sounds that you can make your own kind of music.

All the pure organ voices have been included. The Flutes, for instance, range from 16′ to 1′ with five stops inbetween, seven in all. Plus two 16′ voices of Trombone and Trumpet, a pair of 8′ sounds in English Horn and Kinura, not to mention a 4′ Vox Celeste.

To complement this range of traditional voices we've also included the Orchestral Symphonizer.™ With this section you essentially have custom voices resembling the designated instruments. A Grand Piano, Clavecin, Classic Guitar and Trumpet are examples just to give you a taste.

We haven't even begun to talk about the effects at your calling. Like Wow Attack/Slow or Sustain, Vibrato or the amazing Automatic Organ Computer, AOC.™

We'll go into more detail on the various sections for the upper keyboard voicing. But suffice it to say there's so much here that you have to experience it first hand. The right hand.



HEADPHONE JACK So no one else will hear except you, plug-in a set of headphones and the speakers are shut-off

ORCHESTRAL SYMPHONIZER™ Now your Promenade can sound like a Harpsichord or Honky-tonk Piano. A veritable orchestra is at your fingertip

UPPER KEYBOARD VOICES A vast selection of traditional organ voices. Seven Flutes, Trombone, Trumpet, Kinura and more

UPPER KEYBOARD PRESETS Instant percussion voices like Hawaiian Guitar, vibes, banjo and many more

FLUTE PRESETS For instant flute sounds without registrations

GOLDEN HARP™ Variations of arpeggios give you sparkling runs with just one finger

EFFECTS Wow Attack Slow, Sustain and other features are effects you can add to your playing

LOWER KEYBOARD VOICES

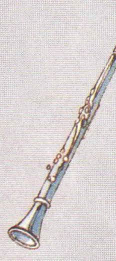
The lower keyboard of the Promenade provides more than mere accompaniment. Of course, all the Genie® voices found on other Lowrey organs are included. But in addition to them, you'll find a few more sounds available.

For instance, there's an 8′ Vox Humana voice and two Flutes of 8′ and 4′. And the voices of the Orchestral Symphonizer™ can be coupled down to the lower keyboard. Now sounds like Honky-tonk Piano and Carillon can be played.

These voices provide a full and diverse harmony as well as background to your music.

The Genie voices of Piano, Guitar, Banjo and Ukulele have voice controls at two settings. Normal and "Plus Organ". At the Normal setting, the rhythm is supplied automatically. The "Plus Organ" setting removes the syncopated after beats so you can play the Promenade as a conventional organ.

And while bass sounds are supplied automatically by the Magic Genie,® you still have a choice of basses. A String Bass or a Guitar Bass. And you can even play them on the pedalboard instead of the keyboard. But that's another story.



PRESET SOUNDS

Have you ever wanted a certain sound or voice instantly? With preset sounds you *can* have almost any voice with the push of a button.

That's how easy it is to get a Harpsichord voice or a Piccolo sound. And if sounds are what you had in mind, then you can have Symphonic Wow added just as easily.

On the Lowrey Promenade, there are a number of preset sounds and effects available to you. You can have them now, or later. Instantly. There are even three Flute presets so you can have the pure sound of the Promenade's Flutes in three different registrations right away.

So if you want a voice or effect on the Promenade, you can have it immediately. Just by pressing a button.

GENIE SYMPHONIC RHYTHM™

The Genie Symphonic Rhythm™ section is truly an amazing reality of technology incorporated in the Promenade. It's how we manage to put 15 distinctive rhythm patterns in an electronic organ.

You can play any kind of music you please. And the Promenade automatically supplies the proper rhythm for that music. If you want a Bossa Nova beat, press tne Bossa Nova button. The same is true for Rhumba or Waltz or country music.

Another amazing aspect to Genie Symphonic Rhythm is its versatility. You can cancel the snare sound if you want by touching the Snare Cancel button. You can control the reverb and sustain length, vibrato depth and speed all with slide controls.

The controls are almost as endless as the selection of rhythms. You can even control the Rhythm's speed, balance and volume. All this in one section. And you thought genies only made magic.

ORCHESTRAL SYMPHONIZER™

One reason you'll never grow tired of your Lowrey Promenade is you'll never get tired of the sounds you can make.

The Orchestral Symphonizer™ is a major factor in the Promenade's sound because it provides you with 16 different sounds. Or 16 different instruments. You can play a grand piano simply by pressing the Grand Piano button. The same is true for the Trombone. Or the Saxophone. All of these voices are available on the keyboard.

What's also amazing is they're not restricted to just *one* keyboard. You can couple the Orchestral Symphonizer's voices to the lower keyboard or even the pedalboard. This way you essentially create a "polyphonic" effect. If you'd rather just play on the lower keyboard you can cancel the voices from upper and continue to play other sounds there.

This is another feature which adds to the fun of playing. As well as adding to the variety of sounds. There's no hocus-pocus involved, just simple magic.



THE GOLDEN HARP™

If you're a novice on the keyboard you probably won't be able to play arpeggios the way you've heard a seasoned player do. And if you're a seasoned player, you probably realize how difficult arpeggios are when you're playing the melody and accompaniment.

But the Lowrey Golden Harp™ can remedy the problem a novice faces and give the experienced player a veritable extra hand.

The Golden Harp makes arpeggios, automatically and with just one-finger. Impossible? Not so. The amazing facet to the Golden Harp is not that it just makes arpeggios, but that it makes them in *five* variations.

Now you can have arpeggios up or down; or up and down in two or three octaves. Not only that, but the Virtuoso feature of the Golden Harp adds even more variety to an arpeggio. By altering the pattern, the Virtuoso gives the four patterns a distinctively different rhythm.

And speaking of rhythms, you can synchronize the Golden Harp to the Genie Symphonic Rhythm™ section. This way your arpeggios will be in perfect time and speed with your selected rhythm.

Perfect.



SYMPHONIC STRINGS™

In the center of the control panel, you'll find a series of five yellow tabs. This is the Symphonic Strings™ section of the Promenade. And it's an amazing aspect of Lowrey organs. Actually it's an amazing feature for any organ, and only Lowrey has Symphonic Strings.

There are five gorgeous string sounds in voices of Cello, Viola and Violina which are split between the upper and lower keyboards. They are registered in settings of 8′ and 4′, with a deep 16′ stop for the upper manual.

What this section does is truly phenomenal. The string sounds which emanate from the Promenade's Symphonic Strings are perhaps the richest, full-bodied and realistic string sounds made by an electronic organ today. Bar none.

Other organ manufacturers have "string" sounds on their instruments, but no one else has the Symphonic String section. And therefore, no one else has symphonic string sounds except Lowrey.

Take note that you can play these five voices together, in combination with other voices or effects or solo. Multi-function is yet another aspect.

The Symphonic Strings section. It's the next thing to real string sounds.

BASS SOUNDS.

There is more than one bass sound to the Promenade. You should expect this on an organ of this stature. But what you might not expect is the multiplicity of bass sounds and the different ways you can make them.

Take the pedalboard. There are 25 notes and you have a choice of either a Guitar Bass or a 16′ Diaphone, just to name a few. The normal bass notes can be registered at 16 or 8′.

There are more features and effects you can add to your playing. Like a Pedal Sustain which lingers the tone, and Pedal Wow for more interesting effects.

With all the sounds on the keyboard, it's nice to know we still remembered the bass tones. All of them.

SOUND CONSIDERATIONS.

We've gone to great lengths to ensure your Lowrey Promenade sounds good. Actually, to ensure your sounds, sound just as good as they ought to.

That's why we've incorporated a four-channel sound system into every Promenade. Four high-performance amplifiers push the sound through four separate speaker channels. This results in a better separation of sounds, clearer tone and unmitigated quality in a built-in sound system.

We included two 12-inch heavy duty bass speakers (which happen to be high-efficiency) and enclosed them in a sealed acoustic tone chamber; plus a pair of 6″ x 9″ speakers and a 8-inch midrange. To compliment all of this and to add a theatre sound quality to the Promenade, a heavy-duty Leslie speaker is also built-in.

Listen to the sound. Better yet, listen to the quality.

AOC™

The Incomparable Automatic Organ Computer.

The Promenade wouldn't be a complete instrument if it didn't offer the exclusive and renowned Automatic Organ Computer, AOC™

Quite simply, AOC hailed the new era of simple playing. It truly brought a dramatic innovation to the way music could be played on an electronic organ.

It multiplies the music you make. Whether it's one-finger, three or more, AOC takes that sound and multiplies it. If you're playing solo, press the AOC tab and suddenly you have an ensemble. Play a three-note chord and it sounds like a virtual orchestra. The more fingers you play with, the greater, or fuller the sound.

What's just as important is AOC is a feature for both the experienced player as well as the beginner. Each player can use it in their own way.

The Automatic Organ Computer. Lowrey invented it. It's another part of Lowrey Magic. Experience it today.

THE LOWREY GLIDE

This is a feature that's been a part of all Lowrey organs for years. The Lowrey Glide. And the reason is simple. It's one of the most popular.

The Lowrey Glide lets you bend notes or glide from note to note. It is, of course, a unique effect, but what's more important is it allows expression in your playing. Now you can simulate the actual *character* of a Hawaiian guitar, or the gentle slide of a trombone.

We've been including the Lowrey Glide in our organs for years. Because people who have already experienced Lowrey Magic demand it. And those who haven't, well, we'd like you to try it. We think you'll agree it's a feature you can't do without.



The Lowrey Four-Channel Promenade with Magic Genie®

A completely solid-state, self-contained, console organ with two 61-note keyboards and a 25-note pedalboard. The organ includes four high performance amplifiers and four separate speaker channels. Two 12-inch heavy-duty, high-efficiency bass speakers enclosed in a sealed acoustic tone chamber, two 6″ x 9″ speakers, an 8-inch midrange and a heavy-duty, enclosed Leslie speaker system.

BASS PEDALS
Pedal Sustain
Pedal 16
Pedal 8
Diaphone 16
Pedal Guitar Bass
Pedal Wow
Orch. Symph. to Pedal

KEYBOARD
Genie® String Bass
Genie® Guitar Bass

BASS VOLUME
Medium
Full

GENIE®
Magic Genie® Chords
Chord Hold
Guitar Strum
Ukulele Strum
Strum Downbeat
Piano Arpeggio
Harpsichord Arpeggio
Golden Harp™
Boogie-woogie Bass

SYMPHONIC STRINGS™ LOWER
Viola 8
Violina 4

UPPER
Cello 16
Viola 8
Violina 4

LOWER KEYBOARD
Flute 8, 4
Piano
Guitar
Banjo
Ukulele
Vox Humana 8
Genie® Plus Organ
Orch. Symph. to Lower

PRESETS
Vibes
Vibra Harp
Hawaiian Guitar
Piano
Electric Piano
Harpsichord
Mandolin
Banjo
Harmonic 4, 2 2/3
Orchestral Clarinet
Accordion
Piccolo
Violin
Symphonic Wow

UPPER KEYBOARD
Trombone 16
Trumpet 16
English Horn 8
Kinura 8
Vox Celeste 4
Flute 16, 8, 5-1/3, 4, 2-2/3, 2, 1

RHYTHM
Rhythm Start Auto
Rhythm Start

EFFECTS
Wow Attack/Slow
Sustain
Repeat
Percuss Long
Vibrato
AOC™
Lowrey Glide

GOLDEN HARP™
Up
Down
Up/Down 2
Up/Down 3
Virtuoso
Rhythm Sync.

PRESETS
Flute #1, #2, #3

ORCHESTRAL SYMPHONIZER™

- Grand Piano
- Honky-tonk Piano
- Harpsichord
- Clavecin
- Classic Guitar
- Electric Guitar
- French Horn
- Trombone
- Post Horn
- Trumpet
- Trumpet Mute
- Saxophone
- Krumet Horn
- Oboe
- Carillon (25 notes)
- Cancel Upper

GENIE SYMPHONIC RHYTHM™

- Samba
- Bossa Nova
- Rhumba
- Latin Rock
- Rock I
- Rock II
- Rock III
- Swing
- Dixie
- Shuffle
- Country
- Swing/March
- March Polka
- Swing Waltz
- Waltz
- Metronome
- Snare Cancel
- Rhythm Intro Preset and Downbeat

RHYTHM

- Bass Drum
- Cymbal
- Brush
- Snare Drum

GENERAL CONTROLS

- Orchestral Volume
- Harp Speed
- Reverb Length
- Wow Range
- Sustain Length
- Repeat Speed
- Vibrato Speed
- String/Vox Lower Volume
- String Upper Volume
- Genie® Strum
- Genie® Arpeggio
- Lower Genie®
- Lower Flute
- Rhythm Speed
- Rhythm Balance
- Rhythm Volume
- Flute Chorus } (Three Position)
- Celeste } (Three Position)
- Leslie Trem (off/on)
- Power and Pilot Light (push on/off)

GENERAL FEATURES

- 48 Major, Minor, Seventh & Minor Seventh Chords
- Expression Pedal (Photoelectric)
- Golden Harp™ & Minor Chord Footswitch (Right side of expression pedal)
- Piano Sustain & Glide Footswitch (Left side of expression pedal)
- Master Volume Control on Amplifier
- Minimum Volume Control on Amplifier
- Auxiliary Input Jack
- Tone Cabinet/Cassette Accessory Socket on Amplifier

DIMENSIONS

- Height – 43″
- Width – 53¼″
- Depth – 29⅛″
- Weight – 330 lbs.

LOWREY MAGIC

We think everyone can be a magician, in their own special way. You don't need a magic wand, just a Lowrey organ.

It's simple. To make Lowrey Magic all you need is a Lowrey organ and the desire to make music right away. And the Promenade is one of the organs you can choose from the entire Lowrey line. While all Lowrey organs have easy-play *and* professional features, they also include something we think is equally important. A One-Year Full Warranty.



Like our other exclusive features, our warranty is an incomparable feature to our product line. Because no other organ manufacturer includes such a comprehensively written promise.

And that's what it really is. Our warranty is a promise and assurance to you of Lowrey quality and craftsmanship. We guarantee your Lowrey organ will be free from defects in either materials or workmanship.

This is one feature of Lowrey organs that's least used. Because it's one of the best.



Printed in U.S.A.